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ABSTRACT

Detailed cost calculations for implementation at a "basic" level of the new standards for school media programs of the American Library Association are presented. (SP)

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Implementing the Standards Established for School Media Programs

by Loran C. Twyford, Jr.*

Early in 1969, the American Library Association and the National Education Association published a booklet entitled, "Standards for School Media programs.** The standards presented in this publication had been prepared by a Joint Committee of the American Association of School Librarians and the Department of Audiovisual Instruction of the National Education Association in cooperation with an Advisory Board consisting of representatives from 28 professional and civic associations.

Although the American Association of School Librarians had revised their national standards in 1960 and the Department of Audiovisual Instruction had released standards in 1966, significant social changes, educational developments, and technological innovations had made it imperative to present new statements of standards. Adding impetus to the urgency for revision were the numerous requests from school administrators, audiovisual specialists, classroom teachers, curriculum specialists, school librarians, and other educators.

In describing the rationale for the standards, the booklet said:

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The two objectives that motivated the project are: (1) to bring standards in line with the needs and requirements of today's educational goals and (2) to coordinate standards for school library and audiovisual programs.

The most important aim was, of course, to present standards for media programs that would best aid the schools in implementing their educational goals and instructional programs. The standards are designed for schools seeking to give young people education of good quality. Schools with innovative curricula and instructional techniques will need and want to go beyond the quantitative standards, but for schools which have not yet fully achieved their objectives, the standards can serve as a guide for charting goals to be reached in progressive steps over a planned period of time.

National standards have many functions beyond the immediate ones of providing guidelines for media programs of good quality and establishing criteria for the media services, resources, and facilities essential in the educational process. They act as a stimulus to correct the serious deficiencies now existing in too many of our schools by (1) assisting in the establishment of media centers where no service is available, or (2) accelerating the improvement of media services in those schools where optimum programs are defeated because of lack of sufficient staff and resources or because of other substandard conditions.

The booklet then went on to say:

> Although there is often a time lag between the appearance of national standards and their achievement on a wide scale, the standards are not visionary but firmly based on the very real educational needs of today.

The standards raised the question of what would be required to implement them and what it would cost. My calculations are that if the standards as established in the booklet are implemented at the

"basic" level, the cost would be approximately $38 billion for schools, colleges, and universities, divided approximately as follows:

Public elementary and secondary schools	
Equipment	$ 8 billion
Materials	16 billion
Subtotal, equipment & materials	$24 billion
Professional staff	1 billion
Supporting staff	1 billion
Film rental and television	1 billion
Subtotal, public schools	$27 billion
Nonpublic schools	$ 4 billion
Higher education	7 billion
Total	$38 billion

Once this is attained the annual cost will amount to:

Professional staff	$ 1.4 billion
Supporting staff	1.4 billion
Film rentals and television	1.4 billion
Replacement of materials and equipment	6.8 billion
Annual cost	$11.0 billion

This amounts to 21 percent of the nation's budget for education.

Figures used in computing quantities in the standards were:

Pupils	45,100,000
Teachers	2,002,000
Schools	
Elementary	65,000
Secondary	27,500
total	92,500
Teaching stations	
K-3	521,000
Elementary	1,042,000
Secondary	811,000
total	1,853,000

Media centers	
Elementary	26,325
Secondary	20,000
Total	46,325
School districts	23,000

The cost estimates set forth above are based upon a detailed analysis of the various types of educational equipment and materials now used by public schools, and estimates of the quantity that would have to be obtained to meet the standards. The data and estimates assembled are in the tables that follow.

Table I lists the estimated number of items owned on July 1, 1969, and the number needed to meet the "basic" standard and the "advanced" standard.

Table II estimates the total cost for each item July 1, 1969 based on reasonable unit costs on that date.

The figures obviously are subject to a margin of error, but they are useful in indicating what the standards require as compared with the present situation.

Table I

Educational Technology in the Public Schools

Items of Equipment and Materials	Number of Items on Hand July 1, 1969	Number of Items Required to Meet Standards	
		Basic	Advanced
16mm projectors	251,000	555,900	1,158,125
Slide & filmstrip projectors	426,000	1,358,867	3,350,842
Record players	698,000	770,000	1,436,125
Tape recorders	320,000	694,650	1,667,450
Television receivers	187,000	1,630,000	1,676,325
Overhead projectors	453,500	1,945,650	2,038,300
Opaque projectors	91,600	74,000	216,650
Screens	919,000	1,853,000	1,853,000
8mm projectors	58,600	1,312,700	3,013,000
Radio	117,500	46,325	138,975
Central Distribution Systems	6,180	92,500	92,500
Darkened rooms	1,143,000	1,899,325	1,899,325
Slide or filmstrip viewers	163,000	2,289,754	7,491,487
Transparency makers	71,200	92,650	92,650
Microprojectors	6,180	92,650	138,975
Learning carrels	171,000	2,560,000	3,350,000
Electronic classrooms	26,650	399,000	522,000
Television studio control kits	5,330	80,000	104,500
Television cameras	16,000	240,000	314,000
Videotape recorders	16,000	124,000	372,000
Maps and globes	4,200,000	7,243,475	7,243,475
Earphones	576,000	4,940,000	15,200,000
Drymount presses	11,750	46,325	46,325
Reading devices	98,600	1,480,000	1,930,000
Rear screen projectors	22,200	334,000	436,000
16mm cameras	14,100	46,325	46,325
8mm cameras	7,200	46,325	46,325
35mm slide cameras	27,200	46,325	46,325
TV Dist. systems	6,180	46,325	46,325
16mm films	1,315,000	69,000,000	69,000,000
Filmstrips	21,700,000	135,300,000	135,300,000
Tape recordings	2,020,000	203,000,000	203,000,000
8mm films	104,000	694,650	1,667,450
Disc recordings	7,200,000	67,600,000	67,600,000
2" x 2" slides	2,400,000	185,000,000	185,000,000
Overhead transparencies	5,230,000	185,000,000	185,000,000
Still & flat pictures	12,400,000	92,500,000	92,500,000
Reading programs	336,000	5,040,000	6,580,000

Note: Increase amounts by 14 percent to include nonpublic schools and by 26 percent to include higher education. An increase of 15 percent each year is required to offset depreciation. Standards are those included in the booklet entitled Standards for School Media Programs.

Table II

Cost of Meeting Standards for Educational Technology
July 1969

Items of Equipment and Materials	Unit Cost	Total Cost	
		To Attain Basic Standards	To Attain Advanced Standards
16mm projectors	$ 600	$ 182,940,000	$ 544,275,000
Slide & filmstrip projectors	100	93,286,700	292,484,200
Record players	65	4,680,000	47,978,125
Tape recorders	110	41,217,000	148,219,500
Television receivers	130	223,294,500	193,612,250
Overhead projectors	180	268,587,000	285,804,000
Opaque projectors	320	0	40,016,000
Screens	60	56,040,000	56,040,000
8mm projectors	300	376,230,000	886,320,000
Radio	70	0	1,503,250
Central Distribution Systems	2,000	172,640,000	172,640,000
Darkened rooms	125	94,540,625	94,540,625
Slide or filmstrip viewers	40	85,070,160	293,139,480
Transparency makers	300	6,435,000	6,435,000
Microprojectors	150	12,970,500	19,919,250
Learning carrels	80	191,120,000	254,320,000
Electronic classrooms	8,000	2,978,800,000	3,962,800,000
Television studio control kits	5,000	1,866,750,000	2,206,000,000
Televisi n cameras	2,000	448,000,000	596,000,000
Videotape recorders	2,500	270,000,000	890,000,000
Maps and globes	35	106,521,625	106,521,625
Earphones	30	130,920,000	438,720,000
Drymount presses	340	11,755,500	11,755,500
Reading devices	140	193,396,000	256,396,000
Rear screen projectors	700	218,260,000	289,660,000
16mm cameras	1,095	35,286,375	35,286,375
8mm cameras	250	9,781,250	9,781,250
35mm slide cameras	240	4,590,000	4,590,000
TV Dist. systems	3,600	144,522,000	144,522,000
16mm films	170	11,506,450,000	11,506,450,000
Filmstrips	7	795,200,000	795,200,000
Tape recordings	3	602,940,000	602,940,000
8mm films	20	11,813,000	31,269,000
Disc recordings	8	483,200,000	483,200,000
2" x 2" slides	.50	91,300,000	91,300,000
Overhead transparencies	1.50	269,655,000	269,655,000
Still & Flat pictures	5.50	446,050,000	446,050,000
Reading programs	450	2,116,800,000	2,809,800,000
Total Cost		$24,551,042,000	$30,025,143,410

Note: Increase amounts by 14 percent to include nonpublic schools and by 26 percent to include higher education. An increase of 15 percent each year is required to offset depreciation. Standards are those included in the booklet entitled Standards for School Media Programs.